

# SELLING points

April 2011 Vol. 11, No. 10

MONTHLY RETAILER NEWSLETTER



LOTTERY FRIENDLY  
PLAY HERE  
POWER 79 MEGA 34 MIL  
CATFISH STEW

**INSIDE** and **OUTSIDE**  
Give Lottery Signage a Try

18+

DO NOT sell lottery tickets to any person under the age of 18. A player must be at least 18 years of age to purchase a ticket.

IN THIS ISSUE: **Update Your Powerball® and Mega Millions® Jackpot Signs!**

 South Carolina  
Education  
Lottery®



Dear Lottery Retailers:

The partnership shared between the South Carolina Education Lottery (SCEL) and its retailers is an extremely powerful force that has resulted in billions of dollars for education, including more than 920,000 scholarships and grants awarded to the State's many deserving students. We thank you for your dedication in continuing our partnership to help raise proceeds for education in the Palmetto State.

Customer service and product knowledge are essential in helping your business increase lottery sales. Did you know that by simply remembering to update your Powerball® and Mega Millions® jackpot signs with the correct amount, you can attract more customers? Put up a note to help you remember to update jackpot numbers on Wednesday, Thursday, Saturday and Sunday. You can also schedule a calendar reminder in your phone or handheld device.

Another creative way to increase sales is to display winning tickets around your cash register or ticket display. Make your own “Buy Lottery Here” or “We Sold a Winning Ticket” signs to alert customers they are in a “lucky” store. In-store promotions are another money-maker. Try offering 50 percent off hot dogs to players who purchase \$10 or more in lottery games. There are countless ways to attract and reward customers. Put on your thinking cap and try out a promotion for your players, and ask your Marketing Sales Representative for player appreciation ideas.

I really appreciate our partnership with you! By being a lottery retailer, you are the “key” in helping to build educational opportunities for the citizens of South Carolina. Thank you for all that you do, and please contact me with any thoughts, concerns or creative ideas you might have.



Happy Spring!

**Paula Harper Bethea**  
Executive Director  
South Carolina Education Lottery

If you would like to speak with Paula Harper Bethea, contact Faris Keller in the Executive Office at (803) 737-3941.

## Welcome to Selling Points

*Selling Points* is published monthly by SCEL. Every effort is made to ensure the information presented in this publication is correct. If you have an idea for an article or questions about this publication, please send correspondence to SCEL Publications Department, P.O. Box 11949, Columbia, SC 29211-1949 or call 803-737-2037.

### Reminders

**BY STATE LAW, ODDS INFORMATION MUST BE DISPLAYED IN ALL RETAIL OUTLETS ADJACENT TO SCEL POINT OF SALE.** This information is included in the SCEL piece called “Odds of Our Games.”

**Display the Top Prizes Remaining Report:** Every morning when you sign on, your terminal will generate a “Top Prizes Remaining” report. Please post this updated report in the clear sleeve or the change mat placed on your counter by your MSR. The clear sleeve must be on your ticket dispenser or near the point of purchase. You can run this report at any time from your reports menu if a player requests the information.

SCEL also provides updated prizes remaining and end-of-game information on a weekly basis. This information is also sent out in all ticket orders. Please make sure you review and display the most current information in your play station.

Oversized tickets with odds and prize information are always available for players. Your MSR attaches this information to a ring on your play station. Encourage players to read the information, but please discourage them from removing oversized tickets.

The Instant Game Ticket Information Sign and About Our Odds Sign must be posted at or near the point of purchase.

### Contact Information

**Ticket Orders:** 1-866-737-7235 (Option 1) (7 a.m. to 5 p.m.)  
**Stolen/Missing Tickets:** 1-866-269-5668  
**Intralot Help Desk:** 1-877-500-5202  
**Customer Information:** 1-866-736-9819 (8:30 a.m. to 5 p.m.)  
**Licensing Information:** 1-866-737-7235 (Option 4)  
**Gambling Addiction Services:** 1-877-452-5155

For more information, visit us online at:  
[www.sceducationlottery.com](http://www.sceducationlottery.com)

Please Play Responsibly! [www.PlayResponsiblySC.com](http://www.PlayResponsiblySC.com)



## RETAILER SPOTLIGHT SPEEDY EXPRESS Walterboro, SC

By Venise Brown, Coastal Associate MSR

Promoting the Lottery helps YOU and YOUR BUSINESS!

We all know that a little promotion can go a long way toward increasing sales. There is no denying the proper signage helps with bottom line figures in the convenience industry. Have you ever considered reevaluating the lottery signage you presently have?

During the presentations at last year's Retailer Rallies, retailers were informed of the different point-of-sale signage options that were available to them from the Lottery's Marketing Department. This signage is FREE. Many retailers have taken advantage and implemented this service to promote lottery products.

The owners of **Speedy Express** in **Walterboro** have taken advantage of customized signs. Mr. and Mrs. Patel opened their doors to lottery customers in September 2010. Shortly after coming onboard, they were VERY interested in promoting the Lottery to begin gaining a loyal lottery player base. Mr. Patel had a “lottery shelf” built, as well as installed LED lights to showcase his instant tickets. The store's MSR



Customers know right away this location sells lottery tickets. Speedy Express has effectively used personalized signage to promote the Lottery and sell tickets.

and owners worked on personalized signage for their location, which was ordered through SCEL's Marketing Department. With the new signage, as well as a “showcase” of lottery instant tickets, the Patels have noticed an increase in sales and store traffic.

If you are interested in outdoor and/or indoor lottery signage options, ask your Marketing Sales Representative for assistance. The Lottery will be happy to work with you to develop signage that fits your specific marketing needs.

**Selling Points**  
*“I am proud of my display and know that promoting the Lottery ultimately brings traffic into my location.”*  
- Mr. Patel  
Owner Speedy Express



Congratulations to **Herchek's Texico** in **Lancaster**. The retailer sold a \$75,000 winning Big Money instant ticket and received a \$750 retailer commission. Lauren Leviner presented the poster to Herchek's.



A \$22,222 WE SOLD A WINNING TICKET poster at **Mystik** in **St. George** is certainly going to catch the customers' attention. Owner Lanie proudly holds up her new signage. Way to go Mystik!



Clerks Megan Short and Candice Jackson along with manager Paul Wallace (center) of **Murphy Express #8515** are thrilled about their \$50,000 Powerball® winner. The **Clover** retailer posed outside the store with their check for \$500.



# Sign me up!

By Renee Lean, Upstate MSR

## There are three types of lottery customers:

1. Those who NEVER play lottery and spend on average only \$3.47 per visit in your store;
2. Those who play lottery LESS than once per week and average \$4.80 per visit to your store; and
3. Those who play lottery MORE than once a week but average \$7.07 per visit in your store!

According to an Ernst and Young study commissioned by the National Association of Convenience Stores, frequent lottery players visit your store 25 percent more often and are 35 percent more profitable. Ninety-five percent of lottery players buy additional items.

## How can you attract those profitable lottery players?

Outdoor signage! We have many options to choose from: banners, curb signs, pole signs and pump toppers! Use your store marquee to advertise jackpots, big winners or your store's weekly/monthly payouts! Keep that jackpot sign updated! If city ordinance limits your outdoor signage....PUT IT IN YOUR WINDOW! Let us show you what we can do!

Indoor options are also available. The Lottery will custom make signs to fit your needs or you can make your own. Winners' Boards, Winners' Posters, and mini jackpot signs are just a few of the possibilities. Get creative.

The top lottery retailer in the Upstate is a convenience store without gas in a residential area. They have a great staff that knows the value of a well-taken-care-of customer! You will not find any signs telling players "Do Not Scratch Here" or "We Do Not Punch In Numbers." They average over \$30,000 a week in lottery sales making them part of our MILLION DOLLAR CLUB. They take in over \$100,000 annually in commissions alone. This total does not include selling bonuses for winners over \$10,000, winning contests or players spending their winnings back in the store!

After all, is there ANY other product you carry in your store that benefits education in the State of SC? We just celebrated our 9th Anniversary in January with over \$1.876 billion allocated to funding higher education programs and scholarships and \$599 million allocated to programs for grades K-12. Additional information on how funds are allocated may be found on our website at [www.sceducationlottery.com](http://www.sceducationlottery.com). Select "EDUCATION WINS."

## The Basics

These options should look familiar. If they don't, you definitely need to consider adding some lottery signage outside your establishment.

**A "PLAY HERE" curb sign is a MUST.**

Outdoor signage brings players inside to shop.



## Creative

Talk about creative, Shive Food Mart in Jacksonboro purchased their own **WELCOME MAT** promoting their own Lottery. They prove signage doesn't always have to hang on the wall. What a winning idea!



# INSIDE and OUTSIDE

## Give Lottery Signage a Try

## Be The Best

If you've got it then flaunt it. Food Mart #1 is the **NUMBER ONE** lottery retailer for FY 2009-10 and Calendar Year 2010, and the billboard ensures everyone knows it.



## Arts & Crafts

Get creative and make your own signage. Pratibha and Rajesh Shah of Pop's Corner in Gaffney did, and it turned out great.

Don't be afraid to be your own artist.



## Get Pumped

Lottery signage at the pump is another option.

Outside signage is a great way to bring lottery players into your store. While inside, they might buy more than just a lottery ticket!



## You Win Too

A **WINNERS' BOARD** is a simple piece of signage that really gets customers talking. Petromax in Gaffney has a good looking display they wouldn't mind your copying.



## Jackpot

You should be familiar with this sign. In fact, you should be updating it four times a week. Displaying the amounts of the current jackpots is an important step you can take to increase your online ticket sales.



Retailer Reminder

Keep security video equipment in working order. Maintain a camera angled on the lottery ticket dispenser and terminal at all times.

Make certain you give the player the **REISSUED TICKET** when you cash a multiple-draw online ticket with remaining draw dates. The reissued ticket is automatically dispensed when the original multiple-draw ticket is cashed.

You may redeem prizes by offering cash, check or money order. However, you **MUST NOT** charge a fee for redeeming prizes or charge the winner for the cost of the money order.

Tax Time Reminder

If one of your players mentions needing a W-2G form in order to finish his or her taxes, please have the player contact the SCEL Claims Center in Columbia at 803-253-4004 to request a copy.

Any non-corporate retailer may request a copy of a 1099 form from SCEL's Finance Department by contacting the retailer accountant who services the account. While corporate retailers do not receive 1099s, Commission Information Reports of total commissions may be requested. Calls to the Finance Department are answered during regular business hours, from 8:30 a.m. to 5 p.m., Monday through Friday. The toll-free number to the Finance Department is 1-866-737-7235, Option 3.

Holiday CLOSINGS

**MAY:**  
**Monday, May 30, 2011:** SCEL offices will be closed to observe National Memorial Day. Retailers will NOT be able to order tickets. Remember to order early! Our delivery partners will be closed on Monday, May 30, 2011. Tickets must be ordered by 5:00 p.m. on Thursday, May 26, 2011, for delivery on Friday, May 27, 2011. Tickets ordered on Friday, May 27, 2011, will be delivered on Tuesday, May 31, 2011. Drawings will be held as scheduled.



**Custom Signage**  
Update Your Jackpot Signs

**Sales Tip:**  
Patrick at **Stop and Go** in **Greenville** ordered up this nifty jackpot sign for his front counter.

He keeps it updated four days a week. His customers have taken notice of the increasing jackpots!

UPDATE YOUR JACKPOT SIGNS!

Which jackpot is higher today, Powerball® or Mega Millions®? Look at your jackpot signs to see. Are your signs correct?

Displaying the current jackpot for each multi-state game is an important step you can take to increase your online ticket sales. So update your jackpot signs with the CORRECT jackpot amounts.

When your sign reflects the correct multi-million dollar amount, more of your customers will notice and play. More informed players translate into increased revenue for your store. This is especially true when the jackpots exceed \$100 million.

Start updating your jackpot signs today.

Powerball® drawings are on Wednesday and Saturday nights at 10:59 p.m., so update the sign as soon as you get the updated jackpot amounts on Thursday and Sunday mornings.

Mega Millions® jackpot drawings are held each Tuesday and Friday at 11 p.m. Update the Mega Millions® jackpot sign on Wednesday and Saturday mornings.



**Wrangle some adventure with the Jeep® second-chance promotion!**  
Launching Tuesday, May 3, the \$5 Jeep® ticket allows players to win up to \$100,000 or win a Jeep® Wrangler Unlimited Rubicon vehicle instantly! Encourage your players to enter the second-chance promotion for a chance to win a Jeep® Wrangler Unlimited Rubicon vehicle, a Jeep® Merchandise Prize Pack, or the \$100,000 Grand Prize.

Players can enter by mail or online at [sceducationlottery.com](http://sceducationlottery.com). Complete details will be featured in next month's issue of *Selling Points*.

**Golf Anyone?** The Lottery will be selling tickets and holding a promotion on Monday, April 11, at the **Monday After the Masters** event in Myrtle Beach. The Lottery will be back at the **Heritage Golf Tournament** in Hilton Head on Thursday, April 21 through Sunday, April 24.



SECOND-CHANCE DRAWINGS

Draw	Entry Deadline	Draw Date	Prize
1	March 30, 2011	April 6, 2011	(2) Adventure Trip Winners/(250) Gift Card Winners
2	April 27, 2011	May 4, 2011	(2) Adventure Trip Winners/(250) Gift Card Winners
3	The final drawing will be conducted no sooner than thirty (30) days after the last day to sell Bass Pro Shops® instant tickets.		(1) Adventure Trip Winner/(1) \$100,000 Grand Prize Winner

MEET YOUR PROMOTIONS REP

Thinking about holding a lottery promotion at your location? These folks are the experts. Email the promotions team member in your area to set up an event.

They can arrange to hold a promotion that works for you from the many promotional options available. You may request a radio remote with a wheel spin or plinko board promotion. A second-chance drawing is another option. What about a customer appreciation event? We are here to help you sell lottery tickets.



**UPSTATE**  
**Randy Mueller**  
Email: [Randy.Mueller@sclot.com](mailto:Randy.Mueller@sclot.com)



**MIDLANDS**  
**Lauren Leviner**  
Email: [Lauren.Leviner@sclot.com](mailto:Lauren.Leviner@sclot.com)



**COASTAL**  
**Anne Brennan**  
Email: [Anne.Brennan@sclot.com](mailto:Anne.Brennan@sclot.com)



# UPCOMING games

The following games are scheduled to launch Tuesday, April 5, 2011:



Launch dates and tickets are subject to change as necessary.  
Artwork shown is not necessarily representative of final product and is subject to change.

# ENDING games\*

Please start selling down the following:

SC-431 Mint Money

Last day to sell:  
Wednesday, April 13, 2011

Last day to return:  
Friday, May 13, 2011

Last day to redeem:  
Tuesday, July 12, 2011



\* WATCH FOR **UPDATES** TO ENDING DATES THAT ARE SENT VIA YOUR LOTTERY TERMINAL.

# TICKET alerts\*

Friday, April 8, 2011: Last day to return Money Talks (#405).

Tuesday, April 12, 2011: Last day to redeem Super 8's (#387), Hit \$100 (#388), Extreme Cash (#399), 4's Galore (#403), Camaro® (#404), and 10X The Money (#413).

Wednesday, April 13, 2011: Last day to sell Mint Money (#431).

Friday, April 15, 2011: Last day to return Weekly Bonus (#313), Triple Win (#391) and Fast Cash (#396).

Friday, April 22, 2011: Last day to return Cash Frenzy (#407).

Tuesday, April 26, 2011: Last day to redeem Struck by Luck (#411).

Ending game dates are current as of Tuesday, March 1, 2011.